



Position Snapshot

Position title	Manager, Inflight Experience
Division	Cabin Crew and Inflight Experience
Location	Virgin Village, Brisbane
Reports to	Acting General Manager, Cabin Crew & Inflight Experience

Organisational Context

Virgin Australia Group is a major Australian airline group that operates domestic and international regular passenger services, charter and cargo services and the loyalty program Velocity Frequent Flyer. It is proud of its reputation for exceptional customer service.

The Group employs around 9,500 people in Australia, New Zealand, the United States and the United Kingdom. We pride ourselves on recruiting the right people into the right roles and we're always looking for team members in all specialties to join our award-winning team.

Virgin Australia Group team members are passionate believers in better. When we live our shared values of Heart, Spirit, Imagination and Collaboration, we can do things that most people would think impossible. As a result, every person that we come into contact with; our guests, our customers, our colleagues and the community will feel and experience better outcomes, based on the interactions we have with them.

Role Purpose

This role is responsible for translating the Virgin Australia brand and customer goals into tangible customer experiences at every inflight customer touch point. The role leads a team of specialists who define, launch and embed the customer service behaviours and end to end experiences for Virgin Australia Guests as well as programs, tools and improvements to help the delivery of inflight customer service by our people.

The Manager Inflight Experience is responsible for defining and designing what great customer and branded experience looks like at Virgin Australia through product and Service integration. This is done by designing experiences that support our customer strategy and drivers research within this market.



Key Accountabilities

- Lead and influence service experience and service culture teams to ensure a seamless end to end customer experience for our guests by embedding customer service behaviour initiatives
- Develop a strong people leadership focus within the team to drive collaboration, innovation and delivery of inflight customer experience initiatives.
- Ensure all projects within the area are kept on track and within budget
- Partner with operational areas to define and deliver strategies to improve customer experiences
- Develop branded customer experience touchpoint strategies and embed positioning across the organisation.
- Oversight of the planning and delivery of workshops, training and information sessions that embed customer service delivery experiences
- Develop customer experience goals and metrics to ensure Virgin Australia is achieving its vision of Australia's Favourite Airline
- Focus on continuous improvement and advocate better ways of working at every opportunity to enable our frontline team members to deliver the world's most rewarding travel experience.
- Develop high quality training that builds skill and created a service orientated attitude
- Identify processes and systems which will enable our people to enhance the holistic customer service experience
- Develop and maintain strong, effective and collaborative relationships with key stakeholders across the business to ensure concepts, ideas and training are embedded and project timelines and accountabilities are defined and met.
- Lead the Experience Design team to develop and deliver our customer experience framework to the wider business
- Inspire and role model customer focused leadership behaviours to other leaders within the team
- Coach and develop your team on the day to day roles as well as their career paths
- Contribute to the overall VA customer strategy by translating brand ideas and service goals into tangible and deliverable plans in conjunction with customer insights and inflight services teams.
- Act as an advocate for key frontline and customer initiatives happening across Virgin Australia
- Strive to make every experience a Virgin experience, for our team members and our guests, to help drive preference towards the Virgin Australia Brand and inspire others to be a champion of better.
- Take a leadership role in our customer crisis management response

Key competencies

<i>Delight Customers</i>	<p>Anticipates solutions that support extraordinary customer experiences</p> <p>Identifies and addresses the underlying needs of customers (internal and external)</p> <p>Strips barriers and overcomes obstacles to ensure delivery of results for customers (internal and external)</p> <p>Identifies customer service trends and contributes to the designs of creative solutions</p> <p>Seeks ways to leverage digital transformation initiatives to improve the way of working and customer interactions</p>
<i>Communicate and Engage</i>	<p>Influence others through own actions (e.g. lead by example)</p> <p>Empower and inspire others to take action without direct control</p> <p>Simplifies complex concepts and arguments</p> <p>Communicates convincingly, anticipating varied audience needs and adapting style</p> <p>Explores and leverages new channels of communication for maximum impact</p>
<i>Connect and Partner</i>	<p>Builds trusting, cooperative partnerships, supporting others in challenging situations</p> <p>Embraces collaboration and connection beyond organisation boundaries</p> <p>Actively seeks opportunities to partner with others to achieve extraordinary outcomes</p> <p>Checks and aligns own work with team goals</p>
<i>Embrace Change</i>	<p>Demonstrates hunger for change, is comfortable with being uncomfortable</p> <p>Engages with others and demonstrates empathy and caring in the face of change</p> <p>Prepares for change, seeking opportunities to contribute to change initiatives</p> <p>Adopts an open-minded approach, anticipating the immediate impacts of change and enabling an agile response</p>
<i>Innovate and Improve</i>	<p>Seeks ways to continuously improve and empowers others to challenge the status quo</p> <p>Thinks laterally and finds ways to achieve extraordinary outcomes</p> <p>Monitors trends and ideas and shares insights to add value</p> <p>Pushes barriers, displaying persistence, even in the face of failure</p> <p>Leverages data analytics through digital platforms to generate insights on customer experience, business performance and risks</p>
<i>Diversity of Thinking</i>	<p>Encourages others to bring whole self to work and contribute freely to support creativity and understanding of customers and stakeholders</p> <p>Builds empathy and understanding of different people, integrating diverse perspectives into approaches and outcomes</p> <p>Expresses own point of view and challenges basic assumptions</p>
<i>Strategy and Direction</i>	<p>Achieves objectives within own job area to deliver results aligned to the Group's strategy</p> <p>Promotes team understanding of Group's purpose and strategy and contribution of work to the Group's direction</p> <p>Considers whether short term goals support long term objectives</p>
<i>Drive Business Outcomes</i>	<p>Demonstrates persistence and perseverance in the face of obstacles</p> <p>Shows personal accountability for achievement of job-specific outcomes</p> <p>Recognises the implication of organisational issues, identifying potential impact on achievement of own and team goals</p>

	Identifies the processes, tasks and resources required to achieve an outcome and plans accordingly
<i>Motivate Self and Others</i>	Coaches and mentors others, facilitating their development and encouraging initiative and action that contributes to Group's outcomes Proactively seeks and reflects on feedback to identify development opportunities Instils confidence in self and others to embrace challenges and opportunities , recognising and celebrating successes

Qualification and experience

Independently able to relate existing policy to work assignments or rethink the way a specific body of knowledge is applied in order to solve problems
Requires about 5+ years of technical experience
Requires about 5+ years of managerial experience
Requires about 5+ years in a customer service leadership role with a strong people focus
Ability to understand and translate compliance requirements as they relate to the inflight experience
Requires experience in leading and advocating change